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# Consumers' guide

July 1944



Vacation at home on the farm



# The long & the short of it

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Director of Distribution



**JULY** finds the home food front in good shape. That this is the case with the war at its height, and following a year when more foodstuffs were rationed than now, is a reward for good management and accomplishment of the people.

When the war started, greater production by our farmers was urged and the farmers responded. Each year they set new records. But despite the great production in 1943 we were rationed more strenuously on the very commodities which the farmers were producing in quantities greater than ever before. This production was to fill the gigantic pipe lines leading to the bases of our war operations strewn over the globe, and extending to all of our allies receiving food from us. It took a long time to fill these far-flung pipes. The food which went into filling them was absorbed from the excess production and from civilian uses. Now the pipe lines are filled. The food now pouring in at one end forces food out of the other end of the pipe.

How was this great reservoir that filled the pipe lines to our war effort accumulated? It was done by everyone along the food line, from the plow to the plate. Farmers grew more food. Housewives conserved more food. Everyone shared more food. Victory gardeners produced more than half of the fresh vegetables consumed last year. This permitted the regular farm crops to be processed and to flow into packing the pipe lines. Housewives canned record amounts of fruits, vegetables, and juices. Food processors, distributors, and retailers increased their production, and adjusted their processing to meet the varied demands of war. Millions of men and women left their walks of life to help out on farms and in canneries. All of us shared food by making rationing of and price control on food work.

Today we must keep the food flowing through the pipe line at home and abroad. Because the pipe line is full now does

not mean that food will flow out of the other end unless more food is forced into it, constantly. Work must be carried on this year with even greater thoroughness and enthusiasm.

It will take four million volunteers to bring in the harvest. Canneries will need three-quarters of a million part-time volunteers to put away our bumper crop of perishables for our soldiers, our war workers, and our lend-lease commitments. Twenty-two million Victory gardens must pour their harvest into the common pot. Home canning must keep pace. There is no place for idleness or waste if we are to keep up—if we are to maintain—the relatively good supply of food. The battle isn't won, it is just going well, and that's not the time to stop.

Because most of the food flowing through the pipe line is consumed within the year it is produced there can be no sureness on future supplies. Textile manufacturers know that if they put so much cotton under the looms they will come out with so much fabric but a farmer never knows, with that same degree of accuracy, what kind of a return he will get from the seeds he plants. All the variables of weather and insects, fertilizer, and labor affect his crop; so do these factors in the aggregate affect the national food supply. Therefore, we must be prepared for emergencies.

In order to have enough, we must be ready to cope with abundances in some crops, to make use of them in such a way that we withdraw the pressure from supplies which, for some unforeseeable reason, are in short supply. The proper use of these plentiful foods, whether the plenty occurs nationally or locally, is essential to the best food management by using them on the table, canning them, buying them freely wherever they occur. We can help, not only to keep them from being wasted but to save other foods that are not in such fortunate abundance.

Everyone on the food front, housewives,

communities, wholesalers, retailers, and all handlers of food, can help in moving abundances.

Here are some of the prospects for the coming few months.

We are now coming into the peak of production of fresh vegetables. Commercial growers appear to be exceeding goals by some 20 percent. The homemaker who has canned fruits and vegetables at the peak production time not only has saved them for the winter but has supplied herself with food which will be in shorter supply later on. For despite heavy production of fresh vegetables and a heavy pack the demands of war on the canned supply will be greater this year than last. Supplies of canned fruits and juices will continue low.

Egg production in the early months of 1944 has been at an all-time high, and 1944 production for the year as a whole may exceed the 1943 all-time record of about 5,000,000,000 dozen by 3 percent. Estimated average per capita consumption for 1944 is 353 eggs, as compared with 344 in 1943. Both of these figures are more than 15 percent above the 1935-39 average of 298.

The peak of egg production this spring has been at an all-time high and the need for a continued high rate of civilian consumption remains.

Civilians may expect less chicken this year than last, when consumption was 28.1 pounds per capita. This amount was 57 percent above the 1935-39 average of 17.9. Estimates are that under present prices and buying power civilians would buy an average of 28 to 32 pounds during the year if that much were available.

Regardless of the reduction in point values of many foods, the problem of securing farm labor and food processing plant labor remains critical. Production and processing labor needs are based on goals determined far in advance of the growing season. With these goals at an all-time high, labor forces must be sufficient to attain them.

The drafting of younger farm workers, the difficulties of shifting workers from one area to another, and the fact that housing, working conditions, and wages must compete with those prevailing in war industries all add to the problem.

Since April 1940, more than 4,000,000 actual or potential farm workers have left agriculture for the armed forces or non-farm work, more than 1,000,000 going to

the armed forces. Despite these losses and with farm population 4,000,000 less than during the last war, our farmers produced 47 percent more food in 1943 than in 1918.

The numerical gap in our farm labor force has been partially filled by older men, and women and children, but there remains a tremendous gap in stamina and skill as a result of the loss of young and experienced men.

Specific requirements for volunteer farm labor call for 2,000,000 men, 1,200,000 boys and girls, and 800,000 women. Food processing plant labor needs call for 750,000 part-time workers before the end of the year.

Among steps being taken to improve farm labor and food processing labor recruited are: Use of all available prisoners of war; increased use of imported labor from Mexico, Jamaica, Bahamas, and other nearby countries; increased use of women and part-time workers; and intensive local community recruiting drives.

Other factors besides production affect our current food supply. As a result of increased income, millions of Americans have found they can buy more food and demand higher qualities. Coupled with increased incomes we have scarcity of many manufactured commodities which we are ready and willing to buy. This surplus money often goes to the food market, again increasing the demand.

Taking these things into consideration as they affect our food supply the last half of 1944 finds us with 6 to 8 percent less butter for civilians than they had in the first half, 15 percent less lard but 12 percent more margarine and 6 percent more shortening and other edible oils. Estimates point to 10 percent more citrus fruit than the previous year.

We will consume slightly less fluid milk and cream this year than we did in 1943 but at that our per capita consumption will be 16 percent above our peacetime (1935-39) average. It also appears that adequate supplies of sugar will be available for all essential needs but with no increase in household allotments.

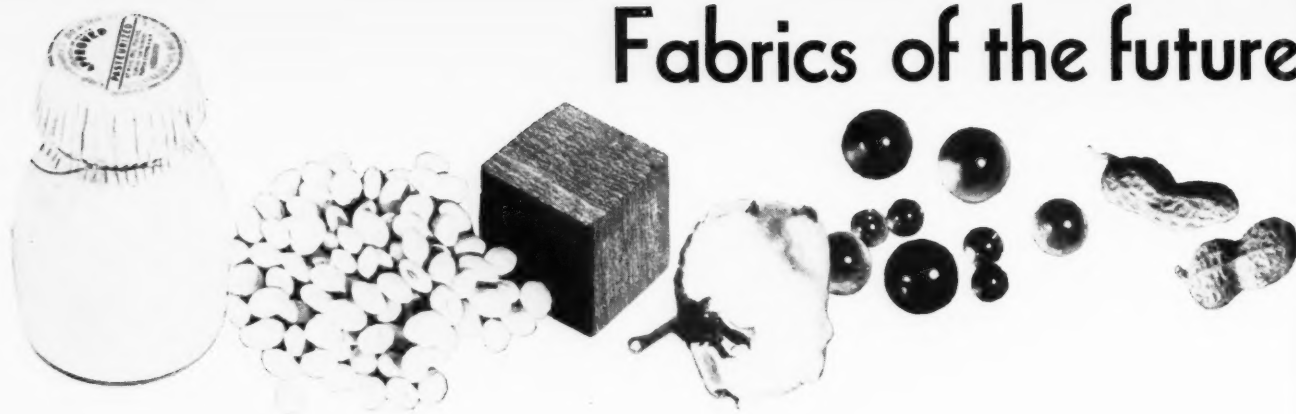
This adds up to enough wholesome food for all. We can continue to have it if we continue to work as we have in the past to produce it and share it.

*Lee Marshall*





# Fabrics of the future



**COATS** made from milk, suitings from soybean and peanut protein, Mackinaws from tree bark and wool, dress fabrics from wood pulp, draperies from synthetic resins, tablecloths and bedspreads from glass, handbags from petroleum and salt—these are a few of the wonders of the future! They're coming out of the flasks and test tubes of the chemists of the country, the results of experiments on new materials to meet war needs. When the last round of ammunition has been fired and the last battle has been won manufacturers will get the green light and many of these discoveries will make their way onto the wonder markets of peacetime. Clothing, handbags, hosiery, draperies, table linens, and even window screens are in for transformations because of them.

A number of fibers are still in the experimental stages now, but may prove to be, say their makers, fabrics of tomorrow, too. Among them are palco, a fabric made from the inner fiber of the bark of the redwood tree mixed with wool; zein, a derivative of corn meal; alginate fibers, some of which are mildew resistant; and seaweed fiber. The latter is now being experimented on in Great Britain and is said to be noninflammable.

For the tough knocks that fabrics in children's play clothes must take and the all-weather heavy duty abuse of farm work and the pull and strain of outdoor sports a fabric has been developed that can take it. It is highly waterproof, windproof, and tear resistant and is made from cotton. The Army is putting it to use now in uniforms for ski troops and mountain units and other special forces.

This material is woven into what the Army calls "five harness sateen," because of the mechanical arrangement of the looms which weave it. The fabric is a new

development in the sateen field and is so strong that it scarcely can be torn. Tests have shown that even when a hole is cut in the material it is hard to tear it.

Another chemical treatment for cotton, still being developed, is designed to make it crease resistant. Think of what a boon that will be in the summertime.

Wool can now be chemically treated to make it shrinkproof adding up to a substantial saving from the point of wear. The Army is planning to buy all its socks for Johnny Yank so treated and, as soon as the program can be carried forward, will buy preshrunk part-wool underwear and flannel shirting, too. A commercial company is conducting research on how to modify the molecular structure of wool, which, they expect, will render the fibers resistant to moths, alkalies, and acids.

The man-made fibers fall into several groups, proteic, from the proteins of foods, cellulosic, from wood pulp or cotton

linters, and true synthetics, from such things as oil, salt, coal, water, and glass. All are manufactured by means of an extrusion process, after the raw materials have been reduced to a viscous liquid. It is forced through a spinneret which has a nozzle containing hundreds of holes, the size of pin points. As the substance is extruded, it goes into a coagulating bath which solidifies it into tiny, fine filaments.

Of the protein fibers there are three types now in commercial production. The first man-made one produced in the United States is manufactured from the casein of milk and is named *Aralac*. To make it skim milk is first treated with acid, which coagulates out the casein. This is dried and ground, then chemically treated and subjected to the extrusion process. Its production is creating a commercial usage for 40 billion pounds of skim milk annually.

The fiber thus produced can be blended



Mackinaws like this one are made from a mixture of wool and redwood bark fiber.



Lumbermen strip this huge redwood log of its bark which will be used in making fiber.

with other synthetic fibers, cotton or wool, or used alone.

Aralac shrinks less than wool and gives fabrics definite characteristics, among which are a feeling of softness, some crease resistance, drape, and warmth. It retains dye as well as wool, and cleans about the same. Before the war it was blended with fur and wool and used in felt hats. After the war you'll probably see it in interlinings, coats, suits, dress goods, blankets, neckties, scarfs, underwear, and socks.

Fabric is also being made from soybean fiber. It, too, resembles wool, but in its early stages lacked wool's tensile strength. As recently as 5 years ago it was worth \$400 a pound, but the company holding the patent rights expects to be able to produce it at a price comparable to that of other fibers possessing the same general characteristics.

Soybean fiber made by the extrusion process forms a loose, fluffy mass that looks like scoured wool and has a warm, soft feel. Unlike other similar fibers, its makers claim it can be made either moisture-absorbent or moisture-resistant and some types have been turned out in the laboratory with a tensile strength greater even than that of wool. It was first used as an extender for wool in automobile upholstery, but since has been made experimentally into blankets, felt hats, underwear, and other types of upholstery.

Newest member of the protein fiber group is one made from peanut protein which has properties similar to those of casein fiber with some differences. When woven into cloth it looks like a good

Scotch woolen fabric, and it has been used by blending it with wool.

Oldest of the synthetic fabrics is rayon. It was formerly called artificial silk, and the idea of making it dates back 279 years. There are three main types of this fabric, viscose, acetate, and cuprammonium. The viscose type is made largely from wood pulp, the acetate from cotton linters, and that produced least, cuprammonium, also from cotton linters. Acetate is the newest, and along with the others has steadily increased in production.

Rayon is a wartime textile leader on the home front. It has replaced silk for underwear, and three-fourths of the full-fashioned stockings are knit from rayon. One of the biggest steps forward is the development of high tenacity rayon cords for tires. These have extra strength and lightness and maintain their strength while hot, under hard usage. High tenacity rayons are also finding their way into other war uses such as shroud lines and tow targets.

The Army is buying rayon for uniform linings, underwear, and hosiery for the WAC. It is even permitted, by regulation, in officers' uniforms.

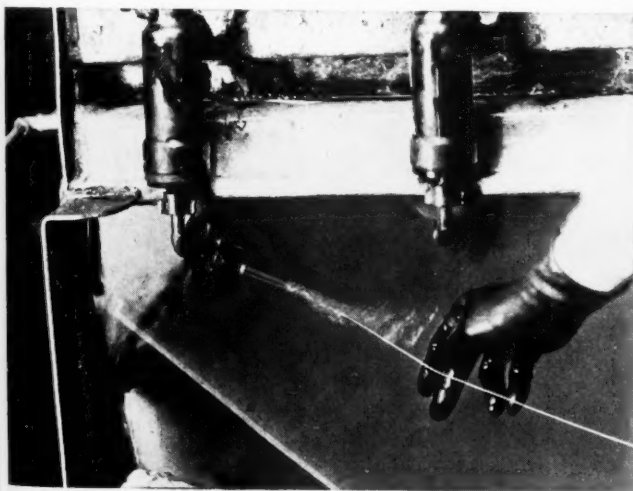
Another new substance has been developed which is not exactly rayon or cellophane. Its makers describe it as "air wrapped in tiny cellophane packages" and call it *bubblefil*. It is as buoyant as kapok and may replace that material, to some extent, as well as sponge rubber. Bubblefil is being considered for use in life jackets, for air compartments in lifeboats and rafts, and for bridge pontoons.

In the group of true synthetic fibers are saran, velon, vinyon, nylon, and fiberglas. A number are plastics, which form strong, warm textiles with an electrical and chemical inertness better than any natural fiber.

Most famed member of the group is nylon. Although derived basically from coal, air, and water, rather ordinary substances, to the average woman in pre-war days it was a miracle fabric. Nylon then meant gossamer sheer hosiery, yet tough and long-lasting, hosiery that would dry in a jiffy. But it has other excellent characteristics which make it one of the leading fabrics for war uses. Nylon is not only strong, both wet and dry, and doesn't absorb moisture but it is resistant to moths and mildew. It is very light in weight, yet has great strength, and insects can't stomach it as food.

When soldiers first went to the hot spots of the South Pacific, they slept in hammocks with a canopy of regular mosquito netting. Because they thought that insects couldn't get in between the netting and the hammock, they let the netting hang to the ground. Termites quickly demonstrated that that wouldn't work. While the soldier slept, they simply ate their way up the netting to the hammock, then right across the hammock itself, dropping the soldier to the ground all in one night. Treated cotton netting proved too fragile; and nylon netting was tested, as a substitute. It solved the problem and proved to be far superior.

Mountain tents, mountain climbing ropes, ponchos, sleeping bags, the tops of jungle boots, parachutes, and even shoe-



Many a synthetic fiber is made like this by the extrusion process. Here liquid viscose is forced out of a spinneret.



Casein fibers form taffylike strips like this in one of their first stages of processing before they become finished Aralac.



Soldiers serving in the jungles do their sleeping in hammocks like this. The nylon netting top shields them from insects.



Mountain tents made of nylon make excellent shelters. In them G. I. Joes stay warm, are sheltered from the wind and snow.

laces are some of the other Army things made of nylon that are helping keep your soldier healthy and comfortable.

Of course, nylon will be back again after the war is over. You'll see it then in all the roles it used to play and some new ones, too. Incidentally, the industry thinks it will produce 37,500,000 dozen pairs of nylon stockings a year and probably at a lower price at that.

Saran, tough, flexible, durable, resistant to abrasives, and the destructive action of soaps, oils, chemicals, and moisture, has found favor with the Army for use in insoles in jungle boots. In this case it is woven into a screenlike material, very light in weight, and is fused or stitched together in six layers, its purpose being to let in air to the soldier's foot. Saran is a thermoplastic resin developed from petroleum and salt, and it can be made into a monofilament yarn or in strips or ribbons.

After the war you'll see it in tennis racquet strings, trolling lines, seat covers, shoe tops, belts, suspenders, and handbags.

One of the results of the development of saran is velon. This youngest member of the synthetic fiber group was born back in 1942, and has proved its worth as an insect screening, both in Alaska and the South Pacific. It ranks with nylon in its ability to stand salt water, heat, and cold without appreciable deterioration. Velon doesn't burn, is unaffected by most acids and alkalis, and is mothproof, mildewproof, and rustproof. Its makers say it is stainproof, too, as ink and other stains may be easily wiped off.

Post-war uses of velon will include ropes, cords, fishing leaders, woven window screens, in a variety of colors, seat

covers in automobiles, draperies, wall coverings, and upholstery.

Also included in the list of synthetic fabrics is vinyon. It, too, is a member of the vinyl resin family but its chief claim to fame lies in the fact that it is the only known fiber, natural or synthetic, that is said to have the same tensile strength, wet or dry. It is not attacked by moths or mildew, is not injured by alkalis or body acids, and won't support combustion. Heat, however, is its nemesis. An over-hot iron or intensely hot sunlight makes it tacky.

One of its chief war roles is in acid resistant filter cloths for filtering high octane gasoline, synthetic rubber, explosives, dyestuffs, and in metal refining where acid solutions are reclaimed and filtered. In the post-war period it will probably go into such things as bathing suits, waterproof clothing, and fireproof curtains.

Close relative to vinyon is vinyon E. It has elastic properties and many of the characteristics of rubber. It, too, is resistant to sunlight, is not affected by body acids, and is impervious to the destructive effects of tropical heat and humidity. The Army is buying it now in the form of elastic in the waist bands of WAC underwear. After the war its uses probably will depend on its elastic properties.

Last, but certainly not least in the group of new fibers, are fiberglass and a fiber made of aluminum. The fiberglass is made from glass marbles which are melted and refined in small electric furnaces. It flows out from the melting chamber through many small holes. Glass fiber is heat, fire, and chemical resistant and has high tensile strength. Its war uses are many and include even woven parachute flare



Synthetic fibers have made good in the jungle. Soldiers wear head nets, insoles, shoelaces, and boot tops made from them.

shades and blood plasma filters. After the war it will serve insulating purposes as well as being woven into tablecloths, bedspreads, and even men's neckties.

Aluminum fibers are also claimed as things of the future. A single pound of aluminum alloy, its makers say, can be rolled out into a fiber 6 miles long. This yarn, they continue, may be woven into such things as dresses, hats, draperies, even pocketbooks. The most exciting possibility of all, however, is table linen, woven from aluminum fiber which would sparkle as beautifully as the crystal and silver set upon it.

Even these aren't all the possibilities. There may be many more wonders in the making in some chemist's test tube, as the result of wartime research for something else. One thing is certain though, with all these discoveries and others that are deep war secrets now, the world of tomorrow will be a wonderful place in which to live, if we use our knowledge wisely.





**WHEN** John Andrews, a London office worker, decided recently to start a garden in his back yard and thereby contribute to England's "Dig for Victory" campaign, he filled out a Government application blank and received in return a collection of seeds labeled "Gift of the USA." At about the same time that Andrews was starting his Victory garden, Peter Illytch, a Russian farmer, was beginning to plow his new farm in Siberia. The package he obtained from the Soviet Government was larger than Andrews' and it contained different seeds, but the Russian lettering on its wrapper spelled out an identical message. And on the other side of the world, an Australian rancher named Fenton Hardwick was converting part of his ranch to green vegetables, so that our doughboys may have the kind of grub they like this summer. Oddly enough, his seed kit bore the same legend as the other two.

It's no coincidence that these three seed collections, thousands of miles apart, were all stamped with the same trade-mark. This summer, seeds from our Corn Belt are going to cover England with gardens, carpet Russia, from Siberia to Turkestan, with clover, and decorate Australia with crops never before grown there. Soon, American-grown seed will follow our invasion troops as they liberate each Nazi-held territory in western Europe. America is now the chief seed supplier for the allied world.

Before the war, you may remember, this country was one of the world's leading seed importers. But seed imports were abruptly stopped when the Nazis invaded Poland. It became clear that our farmers would have to produce enough seeds to meet not only their own needs, but also those of our allies.

Our seed industry, however, was not caught off guard by this situation. Even before war came, representatives of the Department of Agriculture and private

seed growers had guessed at the probable course of events, and laid plans for large-scale seed production in this country. When war finally struck, this policy of foresight began to pay big dividends. We were able to supply our allies with all the seeds they needed, and keep an abundant quantity here at home.

John Andrews, Peter Illytch, and Fenton Hardwick were saved in the nick of time by this new seed program. But they aren't the only ones who have benefited from it. We stand to realize great advantages from our own seed exports. In the first place, it's shrewd strategy to ship seeds instead of food, wherever possible, because every ounce of seed is helping our allies to get their own land into production, and to stand on their own feet.

Secondly, our seed exports are making it possible to conserve vital shipping space. Vegetables are perishable and bulky, and it's impossible to supply enough of them in canned or dried form. But a single pint jar of rutabaga seed will produce 500 bushels of the fresh vegetable. Two ounces of tomato seed will fill an acre of ground, and yield about 10 tons of fruit.

Our foreign seed shipments are specially prepared to meet the climatic conditions of each individual country. When John Andrews opens his 2-pound seed kit, he'll find an assortment of seeds, such as radish, catrot, pea, bean, cabbage, onion, and other green vegetable seeds.

But the seed requirements of Peter Illytch and other Russian farmers call for more special treatment. Illytch's collection will probably contain crimson clover, vetch, white peas, castor beans, soybeans, and sorghums. Since he opened his new farm in Siberia he has needed extremely hardy vegetable varieties—so our lend-lease authorities are shipping him Minnesota 13, Early Improved Golden Glow, and Improved Leaming.

Not all the seeds we send abroad are

ending up in the furrows of allied farmers. Many of them make the long trek overseas in Army convoys, following our soldiers to whatever lonely outpost they may be headed for. Vegetable gardens are like a touch of home to many of our soldiers in far-flung, unmapped areas. Even in civilized territories—such as Australia—our doughboys are glad to be able to grow the kind of food they've always been used to eating. In New Caledonia, and many other points "down under," seeds are used to camouflage airports.

Thanks to the International Red Cross, seed packets are even reaching our fighting men in German prison camps. The seed kit that goes to the various Stalaglufts contains several green vegetables, an instruction sheet, and a small hand hoe. Most of our imprisoned soldiers are growing their own gardens, to supplement their meager fare.

After allocation activities began, an over-all increase of 26 percent was obtained in our seed production. The most important increases showed up for the following vegetables: Carrots, 118 percent greater than in 1941; cauliflower, 156 percent; lima beans, 114 percent; broccoli, 231 percent; rutabagas, 200 percent; chicory, 228 percent; beets, 162 percent; Swiss chard, 199 percent; endive, 159 percent.

Supplies of alfalfa, in particular, will be much larger than they were last year. Our supplies of timothy and clover are ample. There will be just enough grass seeds—particularly redbud and bluegrass—this season. But our supply of legumes is going to be short.

What do these individual shortages and surpluses all add up to? Simply the fact that we have enough seeds to go around, but not any more than we need. We couldn't possibly produce too many seeds. For it is now America's job to sow the seeds of freedom throughout the entire world.

# Watch your step!



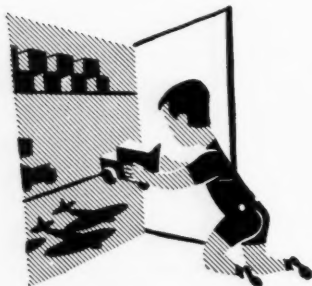
Over a thousand people, most of them children, die each year from accidental poisonings. Keep all poison bottles carefully labeled, out of children's reach.



Actual case histories of our home front accidents show that about 15,500 people die each year from falls. Caution: Don't try acrobatics in your bathtub!



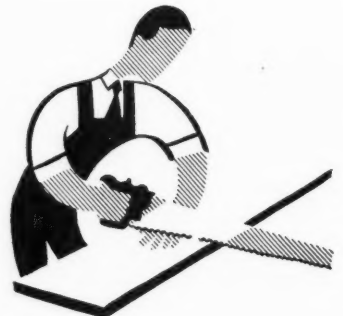
Flowerpots and other falling objects get 2,000 people every year—more than the sword of Damocles ever did. Don't leave things on your window sill.



Thousands of bad falls are caused by slips on children's toys. You can prevent such spills by training your children to put their toys away in the proper place.



Even doorknobs can be dangerous. Hundreds of people skin their hands every year on broken and loose doorknobs. Make sure all yours are fitted properly.



Amateur carpentering, as that demonstrated above, is responsible for the deaths of about 900 people each year. Never place your hand in the path of a saw.



Many fatalities occur from falls from rooftops. Take this hint: Never go up on a sloping roof without a safety belt. Never go near the edge of a flat roof.



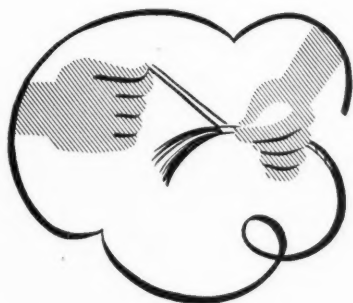
Several hundred people annually get their fingers mashed while trying to hammer nails. Be sure you have a good aim, or let someone else do the hammering.



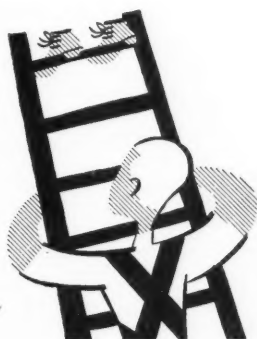
About 6,000 children die annually through parental carelessness. Many of them get tangled up in washing machines. Watch your children at play.



**Did you know that our home front casualties outnumber those on the fighting front? Help to win the war by putting an end to these home accidents!**



Faulty electrical connections not only cause bad shocks; but they also cause hundreds of electrocutions every year. All accessible wires should be insulated.



About 600 people fall to their deaths from ladders every year. So be sure that the rungs on your ladder are sound, and let someone hold it at the bottom.



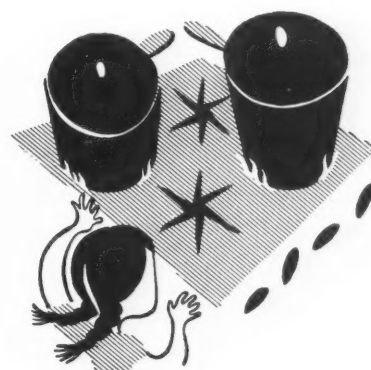
Rusty nails often mean lockjaw. Make certain that there are no stray nails around your house. If you *should* step on one, see your doctor immediately.



About 500 children die annually from tree falls. Don't let your children climb large trees. And be careful to prune out all dead branches near your house.



More than 6,000 people die in fires each year. One frequent cause of fires is smoking in bed. Never smoke in bed unless you want to go up in smoke!



The annual death toll from scalds amounts to over 2,000. Majority are children. Never let children near stoves. Keep hot liquids in pans safely out of reach.



Bulls hanker to gore people to death, so never trust one, no matter how tame. Keep your bull in a pen and lead him with a staff, just to be on the safe side.



Thousands of people fall downstairs every year. Tack your stair rugs down tight. Make certain your stair railings are solid. Don't take chances on broken stairs.



Perhaps the oldest story of all concerns the gun that wasn't loaded. About 1,500 persons annually shoot themselves by accident. Keep your gun unloaded.

# Wrappings take the rap

. . . So our tanks, jeeps, our sterile gauze, blood plasma units, ammunition rounds for a 105 mm howitzer, K-rations, delicate drills—all can go wrapped to War.



Shoppers may come to carrying their new shoes unwrapped. This young woman slings hers over her shoulder like shoe-skates while she nonchalantly window shops.

**WATCH OUT**, here comes the worst paper shortage we've ever yet known! Before this year is over you may be walking out of the store with your new airplane-stamp-number-3 shoes under your arm in plain view of an admiring public, and before the hazy days of Indian summer swing around you may be carrying to market a shopping bag that more than somewhat resembles the bottoms of your husband's old pajamas. The paper shortage isn't going to let up this year. It's here to stay until lumber-jacks come home and start felling trees—or another Paul Bunyan appears to shake the forests with his cry of "Timber!"

This paper shortage is no joke.

It is going to affect every single thing you buy from now on. And not just because your purchases may go unwrapped, but because canned soups can't be shipped from the factories "in the bright"—eggs have to have cartons, salt has to have containers, dress goods have to be protected from plants to wholesaler to retailer—and most of all because seven hundred thousand military items from shoelaces to tanks have to be wrapped, not just once, but in several layers to keep out heat, cold, dampness, mold, and acids en route and at supply depots overseas. "Humidity," for instance, in the South Pacific grows to a depth of 12 inches in 24 hours and mold eats away the glue used for sealing packages and often destroys the contents—medicine, machinery, or food—before they can be moved from the landing beaches, unless they are scientifically and plentifully wrapped. It takes 665,000 pounds of paper a month to waterproof and wrap the K-ration packets for the European theater of war alone!

## *The Changes You Can Expect*

Because we have 3,500,000 fewer cords of pulpwood cut and a need for 33 percent more paper than in 1943, the paper pinch is going to be felt in the following ways:

Large-sized, strong paper (kraft) bags

are going to be few and far between at your grocery stores. You're going to have to save the ones you have on hand for your own re-use. Grocers don't encourage people to return bags because of the danger of spreading contagious diseases through contaminated paper sacks. Kraft bags can stand a maximum of 9 trips from the store and, if you find a brown paper shopping bag, with handles, hang on to it! There aren't many. Grocers are being asked not to use the fiberboard, corrugated boxes in which to load your purchases. They're sending these boxes back to the factories. You'll have to bring your own containers. Items will be wrapped for protection only—not for appearances. And they're not going to permit a bag within a bag.

Wax paper cups and containers are already cut. The armed forces here, on maneuvers, those overseas, and workers in defense plants who are served from mobile kitchens are getting the cups. The pint-, half-pint-, and quart-sized containers are scarce. Even now ice-cream dealers are running short of these. Some dealers are asking you to bring your own containers. You might use your refrigerator dishes for this.

Americans are reading more books and magazines than at any other time in our history. It's not because we have suddenly developed into a race of bookworms, but because we have been curtailed in our customary amusements. We don't have the gasoline to "go for a little drive," or to visit friends, to take in a movie a mile or two away, or to ride to a neighboring town to attend a party or a dance. So we read books, instead. New books—war books, travel books, mysteries, love stories, biographies, plays—and all the reprints we can find on the dollar or even 25-cent lists. But in spite of this, paper is going further. Publishers are using a lightweight paper, margins are narrow,

**Consumers' guide**

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so that books that used to be 335 pages are now a slim 280 pages. End pages are no longer blank, and all white spaces are being eliminated through the use of smaller type print.

And that array of magazines on the newsstand doesn't mean that there is plenty of paper. If you'll examine your favorite magazine you'll find that the paper is lightweight, just as in newspapers all over the country. The War Production Board allows all publishers a certain quota of paper tonnage, and they can do what they like with it—stretch it by using lightweight paper or cut down their editions to fewer pages. That's up to them. It has consistently been the policy of the War Production Board to avoid anything that would interfere with the basic freedom of the press and freedom of printed speech. The publisher decides what he will print; WPB controls only the tonnage of the paper he uses. In spite of the demands of war we must preserve principles of democracy.

Publishers of all kinds of books have the right to wood pulp. There are just as many "funny books" being sold today as Bibles. But they all have been cut 25 percent in their paper allowance.

Stationery is much harder to find now than it was a year ago—in the grades we liked. Commercial printing, which is ordered privately in a print shop and might cover an advertising pamphlet or a printed letterhead, is controlled by the total paper tonnage allowed the printer. The printer may divide his supply of paper among his own customers as he chooses. And to conserve second sheets of business letters, WPB suggests that in answering a letter, the carbon of the answer could well be the reverse side of the original letter. This would keep letter and answer permanently together and save file space as well as paper.

In department stores, there will be little, if any, gift wrappings because manufacturers haven't enough pulp to make fancy papers. In large stores in some cities managers are already devising ways to do away with wrappings, by dropping purchases in milady's shopping bag—but at the same time keeping a lookout to prevent shoplifting. Some of them are going to initiate the stamp system, attaching stickers to the unwrapped item. They will ask shoppers to help them carry out this necessary measure of paper conservation without resentment.

Englishwomen have been buying articles

without boxes or wrappings for a long time now. Cecil Beaton on a flight journey to the Orient, on a mission for Britain's Ministry of Information, stopped in Lisbon, Portugal, and reported in *Vogue* magazine, "To make a purchase that is wrapped up in paper is almost as pleasant as receiving a present." England's most noted trade magazine used to carry 34 pages; it is now down to 4 pages. English newspapers are tabloid-sized, in one or two sheets. They, as well as we, must import wood pulp and paper from Canada for the printing of newspapers. But their chief restriction is lack of space in ships.

A problem in department, drug, and grocery stores is often created by women and men taking boxes and wrappings when neither are necessary, simply because they wait for the clerk to ask, "Won't you take this unwrapped, the Army needs our paper?" instead of offering, "You don't need to wrap it. I can carry it this way." The supplies we have will go further if we conserve them *now*. Get used to offering to take factory-packaged goods home without a paper wrapping.

Beginning with this month, greater restrictions in quota assignments are being made. This will cause the discontinuance of certain articles, such as paper clothes hangers—metal ones will be made instead,

since metal is less scarce than paper—and further reductions will be made in supplies of paper items that are not fully essential. Facial tissues as well as paper napkins have the same waste paper pulp allowances as before. Paper toweling for the home has been cut 20 percent. Toilet tissues, except for extra soft, facial type tissues, have a 10-percent higher allotment. Still, manufacturers of these products are stretching their pulp as far as possible because demands keep growing.

Manufacturers will likely string buttons on a cord attached to a small cardboard square and use other ingenious ways for getting their products on the market. The chief puzzle is to get enough containers to ship goods to the retail store.

Wallpaper production is still at the 1943 production tonnage—60 percent of that made during 1941–42. No new designs are allowed. And mills are no longer making embossed papers, as they require too much ground wood pulp. Demand for wallpaper has been greater than the supply, with housewives having more money to spend, and as a consequence two-thirds of the total inventory has been used up. An interesting sidelight on manpower in the paperhanging industry is that 80 percent of the paper hung today has been put up by women.



This Quartermaster Depot at Oran, North Africa, resembles a vast city. Without paper cartons, wrappings, waterproof and weatherproof paper these supplies would be absent.





New supplies of wrappings hang on paper salvage work, by such groups as Boy Scouts.

#### What You Can Do

You probably have the idea that when you save newspapers and magazines that you are doing your share toward adding to the total of the nation's paper resources. This is far from being true. The most valuable paper is that used for kraft (heavy, brown) paper bags and wrapping paper, and the kraft boxes that canned goods are shipped in. This paper contains the irreplaceable wood fiber that goes into the packaging of your foods and goods and all those that go overseas. It has strength, which the newspapers do not have. Both, of course, are valuable, but it is the kraft papers and paperboard that we need most. Your salvaged papers constitute the largest pool for making new containers that we civilians have, thereby releasing the pure virgin pulp for making the strong overseas packaging which now constitutes 50 percent of the total containers made.

Major General E. B. Gregory, the Quartermaster General, says "The finest clothing, the most suitable equipment, or food for a man thousands of miles away becomes useless if the package which carries it to him fails to protect it in transit."

Your waste paper is collected, carried to a plant where it is beaten by water into pulp, and from there on it goes through the various processes which make it into a new container—perhaps the V-box which is 15 times as strong, when wet, as previous waterproof boxes. Heavily packed V-boxes can be dropped on their corners without splitting, can be submerged in water without damage.



They fired 187 rounds before breakfast! Each 105 mm howitzer shell like many other military supplies makes the long journey to the firing line carefully encased in paper.

This waste paper of yours might help package a jeep with paper and lumber weighing 784 pounds! Or the wings of planes, aircraft engines, radio sets, delicately edged tools, and machines for use in the jungle Navy yards in the Pacific.

Perhaps it will release enough virgin wood pulp to make the 175 tons of blue-print paper required for the construction plans of a battleship like the U. S. S. *Missouri*—enough paper to stretch 1,285 miles or to fill 6 big freight cars. Or it might save the life of one American soldier, a half-pound of waterproof paperboard around a blood-plasma unit.

Look in your waste basket. Is it lined with a brown paper bag? That means the burning of re-usable wood pulp. If you line your waste baskets, do it with newspapers. Do you put paper in with the food scraps you throw out? Watch that waste basket! Save every piece of paper, every carton, sort them, place them to be picked up by salvage units.

Have you scraped your paper barrel clean? What about your basement, your closets? That accumulated paper is needed now.

New York City's salvage division of the American Women's Voluntary Service collected thousands of old wallpaper sample books weighing from 10 to 20 pounds each, from department stores, real estate concerns, wallpaper houses. In the past 6 months 119 salvage units in New York collected 2,500,000 pounds of paper.

This month may be the month in your community when paper collection slumps.

School is out, and organized salvage drives may be neglected. There must be no salvage slump this summer. We need twenty-seven million pounds! In many towns teachers are volunteering their services to work with students throughout their vacations so that paper may be collected regularly. Or the Parent-Teachers Associations, the American Legion, and other civic organizations will direct work.

Inquire at one of these local headquarters and see what you can do with your initiative and creative organizing ability. If you have no time for that, and your paper has been accumulating, call one of these groups and you will be told what to do. Most neighborhoods and towns have organized collection methods. Perhaps volunteer trucks cover the city on 2 consecutive days. Or Boy and Girl Scouts canvass the neighborhoods. Waste paper is tied in neat bundles to be picked up at the curb. Whatever your collection method is, contribute toward its success.

But in the field of war they are even more valuable. They mean protection for equipment and medicines against cold and heat, rain, snow, mold, termites, and salt spray. They can stand rough handling—can even be tossed into landing craft under shell fire. But first we have to have the material to make them. And that means your waste and scrap paper.

Conserve packaging in the stores, don't use paper needlessly, and save whatever comes into your home. Remember an ambulance for shipment abroad requires 52 pounds of paper.

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# Stay at home & like it

**WAR TRAVEL** is moving over crowded rails. That puts many a distant beach out of the question, for patriotic reasons. Steamships are grey, convoyed troop carriers, not for foreign travel unless one is lucky enough to wear a uniform—today's passport to foreign adventure. With gas pouring into bombers, the cabin in the far-away mountains is beyond touring range of the family car.

By May this year troops traveling under military orders were filling more than half of all the Pullman cars and more than a third of all day coaches. Another third of the day coaches is taken up by individual servicemen traveling on furloughs or official business. That doesn't leave much space for essential civilian travel—less than half of what was available in pre-Pearl Harbor days, to be exact—although, the need for essential travel has increased since the war began. Total travel is three times what it was in 1941.

So thousands of families are planning to stay at home and like it this summer, thereby speeding war traffic.

Besides, where is the *pleasure* in pleasure travel, as long as travel facilities are overcrowded? Many sensible families are demonstrating to their own satisfaction that vacationing at home affords more real rest and recreation than does traveling under difficulties—running the gauntlet of seething railroad or bus stations, quite possibly having to stand for weary miles, and then waiting oh-so-long to eat.

Nobody advocates abolishing vacations for the duration. Far from it. No less an authority than Donald Nelson says: "Vacations to industrial workers will be helpful to war production." So the question of how to have fun in your own back yard, or to vacation on the piazza or in the park, has become a question that has military as well as recreation significance.

As you'd expect, citizens rich and poor and young and old are attacking the problem with typical American ingenuity. No car. No gas. No picnic?

Oh, no—by no means. Country-wide there's been a great mass discovery of the back yard as a happy picnic ground.

How to equip a tiny plot between the house and alley with tables and chairs for outdoor eating and lounging without

using critical materials provides a neat problem, calculated to bring out the pioneer in a man not to mention numerous white elephants from basement or attic.

If space permits and there's enough old lumber around, the family carpenter may make a table that will serve a double purpose: For use when eating, and for table tennis. Or a sandbox can bring the seashore home to the kids, while the grown-ups loll about in sun suits. For the illusion of a cruise, a shuffleboard set-up can be rigged up, using a level garage driveway and disks and shovels of old wood.

Or a metal rack from an old refrigerator could serve as a grate for an outdoor oven—and there's no better place for cooking in summer than the outdoors. The temptation to make the oven too big for an average-sized family must be overcome by inexperienced builders.

## Tips for outdoor picnics

Here's a tip for amateurs at outdoor cookery: Small fires are best to cook by. Veterans wait until the fire burns down to red embers before putting the food over it. There's a reason: Flames smoke up the pans; not to mention the cook's face. And they scorch broiled food.

For families with yards large enough for both garden and play space, what could be more soul-satisfying than to time the back-yard vacation to the week when the home-grown vegetables or fruits are at their abundant best? The idea of a harvest festival probably dates back to Adam, so the sense of triumph which the gardener feels when he gathers the fruits of his land and labor goes deeper even than the pride of a man displaying a new model car. Anyhow, it's a well-established fact that your own home-grown vegetables taste the best. And especially so if they are fresh-picked, and eaten at the garden edge under your own vine and fig tree, or its modern equivalent.

Fresh corn, boiled in an outdoor kettle or roasted in the husk over the coals, is a delectable, alfresco dish. To roast the corn, fold back the green husks and remove the silk; rewrap in the husks and then in damp paper. Then lay the corn directly

on hot embers and steam. Potatoes also are adapted to outdoor cooking.

For an entree, chicken, fish, or omelet are tasty variations from the small picnic steaks which aren't always to be had. For dessert, nothing beats fruit eaten out of hand on a warm day. Come fall, there are those who lean toward flapjacks.

Good etiquette for outdoor get-togethers is for everybody to help. The hostess has more fun that way. And so do the guests. Sometimes each family brings one prepared dish.

Where there just isn't any back yard and the only garden is a tin can in the window, over the fire escape, the home-town vacation problem is difficult but not insurmountable.

More and more progressive communities are recognizing the importance of using and extending their recreation facilities, for the benefit of families who are vacationing at home and most particularly for children who are at loose ends, with school out and their mothers at work.

With \$600, a third donated by the town's Recreation Commission, a third by the local Parent-Teacher's Association, and the rest by individual subscriptions from groups and individuals, the town of Chappaqua, N. Y., last summer provided its children with a first-rate recreation program, which included swimming instruction, by courtesy of the local Red Cross chapter, shop and cooking classes, a course in decorative arts, and story telling. Two paid instructors together with part-time volunteers provided all the leadership and instruction.

An average of 200 children attended this "day camp" during the 7-week session. There was no expense for rent, as the schoolhouse and grounds were used as headquarters. Hence the possibility of giving such a complete program at an average cost of \$3 per child for the season!



The very word "camp" has an appeal to young people. Recognizing this, the YWCA in Washington has dubbed its summer recreation program for young girls between the ages of 11 and 15, "Camp Stay At Home." Camp activities which provide the youngsters with a full program 3 mornings a week include: Craft shop, swimming, dramatics, instruction in ballroom dancing, group games, and trips through various parts of the city outdoors. On these last expeditions, anyone else who wants to join the regular "campers" may go along.

To stimulate community recreation programs for children the Federal Security Agency has issued a number of "how-to-do-it" reports and releases. Among these is *Day Camping—A Wartime Asset*.

Grown-ups need recreation, too, and up-and-coming communities aren't overlooking that either—the case of the man or woman who lives in a room and finds that the four walls get pretty dreary day after day. Worse still is the plight of the night shift worker who gets off from work when most other people are sleeping and the movies and libraries are closed. The YWCA in Philadelphia, for example, has found programs from 12 p. m. to 4 a. m. popular with night workers.

While the entertainment problem of the night worker is specialized and extreme, it, too, has its brighter side, as workers who are on duty at odd times are off duty while others are working. If they are strangers in town, they can sight-see via streetcar during the slack hours—say between 10 a. m. and 3 p. m.—without a guilty feeling that they might be crowding an essential war worker out of a bus ride.

Getting around when the crowds "aren't" is more pleasant too.

Even for home towners, the idea of visiting the local wonders during the hours when streetcar travel is lightest often has genuine novelty. Local citizens proverbially keep postponing a visit to the local sights "until Aunt Emma comes" just because they think said sights will always be at hand to see. Then sometimes they move away suddenly without ever seeing the monument that strangers come thousands of miles to admire.

Tours through the local art galleries, browsing in the library, visiting scenic or historic spots are giving many car-less Americans a deeper appreciation of home than they had in past years when they were too busy looking for gold in yonder hills to uncover the wealth at hand.

Sightseeing busses are out for the duration but walking is good healthy exercise. Organized hikes led by a volunteer "spicer," who knows about the flowers and rocks and such, are a part of the recreation programs of some communities. A city dweller doesn't have to drive to the Sierras to learn about nature, as many Washingtonians who have gone on conducted tours through Rock Creek Park have learned to their pleasure. Still others are turning to the Gay 90's idea of seeing the country on bicycles.

Definitely, thousands of Americans are learning they can have a satisfying vacation at home. They are getting better acquainted with their town and their neighbors—yes, and with their families, oftentimes. And they're saving more money for war bonds.

Even when it seems imperative "to get away from it all," thousands of other Americans are finding restful, pleasant

spots close to home that have just as much atmosphere and fresh air as faraway resorts—without all the wearisome miles in between, and without the distinct possibility of maybe getting stranded because a sudden spurt in war activities has loaded the already crowded trains beyond capacity. That happened to numbers of vacationists early this year before rail traffic reached its present peak. Some are even making money on the deal, by working for nearby farmers, and liking it!

Those who are near lakes and inland waterways where tourist steamers using heavy residual fuel oil ply back and forth have the possibility of cruises, since there is more of this fuel available than last summer. Residual fuel oil is a byproduct of high octane gas, and it's no military secret that a lot of high octane gas is being used for bombing Europe.

To those who must travel, the Office of Defense Transportation says:

Check with the railroad company for the least crowded trains and times. Don't count on return reservations being available. Allow ample time to compensate for late trains and busses, missed connections, etc. Be prepared to wait long hours in railroad and bus stations. Be ready to stand in busses and in coach aisles. Carry your own lunch, or be ready for long waits for dining car service, or perhaps no dining car service. Travel with a minimum of baggage; don't take anything you can't carry yourself; redcaps may not be available.

Enough to discourage "pleasure" traveling, isn't it? And enough to make stay-at-home vacationists loll back with a feeling of solid comfort, tinged with pity for those who must take long, hard trips.



Tire and gas shortages can't stop ingenious picnic addicts. They're discovering happy picnic grounds on their own lawns.



When the seashore is out of range, a sand pile at the park or in your own back yard is a good spot for Junior's sun bath.



# CG news letter

last minute reports

from U. S. Government Agencies

May 22 Through June 21

**Just Because Lard** has been removed from the ration list (effective May 25) is no good reason for forgetting your daily salvage of fats. The need for household fat is just as great as ever and not a pound should be wasted. These days you'll be using more lard in cooking and this should increase your fat contribution at the meat counter. Remember that used fats are just as important in the production of medicines for the armed forces, of railroad lubricants, and of soap as they are in explosives, and that these products are still needed in great quantities.

**Lay Off the Gasoline Dealer** who tries to sell you gasoline at a higher price on the ground that something new has been added. The OPA has just announced that it will not permit price increases for such a new "grade" unless conclusive evidence is presented and the petroleum industry itself recognizes it. Ceilings for gasoline at retail are generally the highest prices charged for a particular grade of gasoline in March 1942. The retail grades recognized by the petroleum industry at present are: Premium, regular, and third grade.

**If Bugs** are eating up your Victory Garden profits, maybe a garden sprayer is the answer and if you can't happen upon a conventional type of sprayer, the Department of Agriculture has found that with a little ingenuity you can put up a good battle with the bugs by adapting stirrup pumps to your needs. These pumps were originally designed by the Office of Civilian Defense for fire fighting and are now being turned over to commercial companies by the Reconstruction Finance Corporation for sale at retail. The stirrup pump has a plastic nozzle which sprays. Under pressure the hose may become disconnected from the pump or the nozzle. You can eliminate this difficulty by placing a piece of friction tape around the hose, underneath the clamp which fastens the hose to the pump or the nozzle. The pump is equipped with 10 feet of flexible rubber-

substitute hose covered with a light cloth fabric. If you attach a wooden hand grip just back of the nozzle it will be easier to manipulate the spray nozzle in and among the foliage of the plant. Retail price for the stirrup pumps is fixed by Government contract and should be approximately \$1.79. Be sure the one you buy has a clamp on the hose.

**Lovers of Limburger**, Munster, and brick cheese will be cheered to hear that the OPA has just established specific dollars-and-cents ceiling prices for these commodities at all levels except through retail stores. Cheese is controlled at retail by a fixed percentage mark-up. Previously, these types of cheese were sold at the highest prices a retailer may have charged during the 5-day period from September 28 to October 2, 1942.

**The Canning Season Is Here** and that means sugar. According to the latest reports from OPA, the maximum quantity of the home canning ration for the season remains unchanged at 25 pounds, 5 pounds of which are available by use of Sugar Stamp 40 from War Ration Book 4. Application to local ration boards for the additional 20 pounds must be made on form R-323 which may be used for all persons residing at the same address. For purposes of identification, **Spare Stamp 37** (not Sugar Stamp 37) from War Ration Book 4 must be included with the application for each person. Innovation in procedure this year for sugar rations for home canning will be the announcement of two periods in which consumers may apply for their allotment; the dates will be set according to the crop harvest dates in various sections of the country. During the first period the amount rationed each person will be limited to 10 pounds. Additional rations up to a seasonal total of 20 pounds may be obtained during the second period. Applications during the second period must include a statement showing the disposition of the sugar issued during the first period. If you do not apply

for sugar in the first period, you may obtain up to your full 20-pound-per-person allowance during the second period.

In areas where the fruit crops are now available, the District OPA offices may authorize the local boards to issue the full 20-pound-per-person allotment during the first period.

**Henry of Navarre Liked Onions.** And everybody we know likes them. And they're here, plenty on the markets, reasonably priced, cheap enough to buy as many as you like. Choose the firm ones with clean, dry skins. Don't reject those that appear deformed; they're just as good eating as the normal-appearing ones. Don't pinch them until they're yours.

## CONSUMER CALENDAR

**Processed Foods**—Blue stamps A-8, B-8, C-8, D-8, E-8, F-8, G-8, H-8, J-8, K-8, L-8, M-8, N-8, P-8, Q-8, R-8, S-8, T-8, U-8, V-8, W-8, X-8, Y-8, Z-8, valid indefinitely. A-5, valid July 1. Blue tokens may be used as change.

**Rationed Meats, Fats, Etc.**—Red stamps A-8, B-8, C-8, D-8, E-8, F-8, G-8, H-8, J-8, K-8, L-8, M-8, N-8, P-8, Q-8, R-8, S-8, T-8, U-8, V-8, W-8, valid indefinitely. X-8, Y-8, Z-8, valid July 2. Red tokens may be used as change.

**Sugar**—Stamps 30, 31, and 32 valid indefinitely. Sugar stamp 40 worth 5 pounds of sugar for home canning, valid through February 1945.

**Shoes**—Airplane stamps 1 and 2 valid indefinitely.

**Fuel Oil**—Period 4 and 5 coupons valid through September 30. New period 1 coupons valid in all areas.

**Fat Salvage**—Every pound of waste kitchen fat is worth two red points and 4 cents.

**Gasoline**—Coupons A-10 good for 3 gallons, valid through August 8 in Eastern States and the District of Columbia. Outside that area A-11 coupons good for 3 gallons, valid through June 21; A-12 coupons, June 22 through September 21.

**CONSUMERS' GUIDE** Issued Monthly. A publication of the War Food Administration, Washington, D. C.

Editor, Ben James; associate editor, Anne Carter; contributing writers, Gean Clark, Virginia Fairfield, Allan Spalding, Elizabeth Spence; art, June Mose. CONSUMERS' GUIDE is printed with the approval of the Bureau

of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

July 1944

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# GUIDE POSTS



## Shades of Post-War Fishing

Tomorrow is already here in the fishing industry. The Coordinator of Fisheries reports that the fishing industry, in order to produce a billion and a quarter more pounds of fish this year than last, will start in July and August to use echo sounders to locate fish; blimps to spot them for the catch.

And in the salmon run, natives of the Aleutian islands, forced off home base by the war in Alaska, Indians as far north as the Arctic Circle, Filipinos, and Asiatics will join in an international handling of this year's Alaska salmon run.

## Have You Heard

... That in some markets you can buy banana "splits"? Dried and split in quarters, bananas imported from Brazil and Central America, are known as "banana figs" designed for pastries and ice-cream dishes. In recent cooking tests the "figs" were demonstrated as satisfactory substitutes for fresh bananas in recipes calling for mashed or sieved bananas. The "figs" need soaking in water before using. In banana countries, plantains, the large starchy-form bananas, are used as a substitute for potato chips.

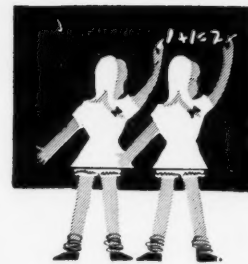
## Tokens of Admiration and Friendship

The Good Neighbor Policy works two ways. Cuban school children went without lunch to donate their pennies, factory workers labored 1 day at reduced pay, sugarcane hands gave a portion of their modest earnings to contribute 15 million cigarettes, 1 million fragrant Cuban cigars, 100,000 pounds of hard candies, 160,000 chocolate bars, and 10,000 phonograph records to send to Uncle Sam's fighting men overseas, according to the Havana Rotary Club which sponsored the idea. And now some of our marines are likely puffing away on Havana Havanas, or doing a fancy rumba to a Cuban melody down on the coral sands of the South Seas.



## Life in the Kitchen

One housewife in Utah reports that even though her life in wartime has been circumscribed by kitchen walls, those walls encompass the world. She has had her kitchen walls papered with large National Geographic maps so that she can follow the progress of the war as it is given her over the kitchen radio while she pares potatoes, irons, and puts up fruit. She knows those far-off battlefields as well as she knows the starched collars on her husband's shirts.



## Child Adopts Child

One penny a week from each student in the Jane Addams Vocational High School in New York City provides the food and clothes for one of the twin 4-year-old girls, victims of the London blitz, and adopted by the Addams High girls. Addams teachers take care of the other child's expenses. Clothes for the twins are made in the trade rooms of the school. This is study with a double purpose!

## Step On It

Except for a little trickle from Bolivia of the metal called tin which we value because it is immune to moisture, our only source is in your cupboard and in those of the other 31,999,999 families in America. Unless every family contributes 150 cans, we don't have enough tin to make protective coverings for syrettes, which contain morphine sufficient to ease a wounded soldier's pain and shock for several hours, for foods, for the 4 pounds of tin a heavy bomber must have, and for all the innumerable other uses of this precious metal. Japan controls about seven-tenths of the world's tin—and you control most of ours. Remember that, and follow these four steps with your cans:

- Remove label;
- Wash thoroughly inside and out;
- Remove both ends and tuck them into can;
- Flatten by stepping heavily on can.

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**ILLUSTRATIONS:** Cover, Extension Service, USDA; pp. 2 and 3, USDA Information, War Food Administration; p. 4, top, Popular Science, bottom, Pacific Lumber Company; p. 5, bottom, Du Pont Company, Aralac Inc.; p. 6, Signal Corps, War Department; pp. 7 and 10, WFA; p. 11, Signal Corps; p. 12, top, Times-Herald, Signal Corps; p. 13, Office of War Information; p. 14, Farm Security Administration. Drawings, pp. 8 and 9, Nettie Weber, p. 16, Kay Johnson.

## LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast  
over N. B. C. 12:15 p. m. EWT  
11:15 a. m. CWT  
10:15 a. m. MWT  
9:15 a. m. PWT

Dramatizations, interviews, questions and answers on consumer problems. Tune in.  
Brought to you by the

**WAR FOOD ADMINISTRATION**

<sup>1</sup> The June issue was numbered 6 instead of 7, through error.

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